

# 000000csm mediaworks/Rindy Miller

## TELEVISION INSERTION ORDER

Date Sept 26, 2012

Client Patricia Alvarez  
Insert Dates October 18 thru 26, 2012, 2012  
Campaign Patricia Alvarez for Justice, 4th Court of Appeals  
Order No PAlvarez-01/2012

Market San Antonio

WOAI/NBC									
Wks of	Days :30s	Program	Time Period	Spts/Wk	# Wks	Rating	GRPs	Cost/Spt	Total \$
10/22	M-F	News 4 Today	5-6A	2	1	1.6	3.2	\$150.00	\$300.00
		Rachael Ray	9-10A	1	1	1.7	1.7	\$225.00	\$225.00
		SA Living	10-11A	1	1	1	1	\$125.00	\$125.00
		Today Show 3	11A-12P	2	1	1.1	2.2	\$125.00	\$250.00
		Today Show 4	12-1P	1	1	1.2	1.2	\$150.00	\$150.00
		Dr Oz	2-3P	1	1	1.4	1.4	\$175.00	\$175.00
WOAI Total				8			10.7		\$1,225.00

GROSS AMOUNT	\$1,225.00
AGENCY	\$183.75
NET DUE	\$1,041.25

## ORDER



Orders	Order / Rev:	<b>62207</b>	
	Alt Order #:		
	Product Desc:	Patricia Alvarez for Justice, 4th Court of.	
	Estimate:	PAlvarez-01/2012	
	Flight Dates:	10/18/12 - 11/02/12	Primary AE:
	Original Date / Rev:	09/28/12 / 10/12/12	Sales Office:
	Order Type:	GENERAL	Sales Region:
			House Local
			SAT
			Local

<b>Agency</b>	<b>Name:</b>	<u>CSM Mediaworks</u>		
	<b>Buying Contact:</b>		<b>Billing Type:</b>	<u>Cash</u>
	<b>Billing Contact:</b>		<b>Billing Calendar:</b>	<u>Broadcast</u>
		<u>1519 W 29th St</u>	<b>Billing Cycle:</b>	<u>EOM/EOC</u>
		<u>Austin, TX 78703</u>	<b>Agency Commission:</b>	<u>15%</u>

<b>Advertiser Name:</b>	<b>Patricia Alvarez/Pol/Dem</b>		
<b>Demographic:</b>	HH	<b>New Business Thru:</b>	
<b>Product Codes:</b>	State Elections		
<b>Priority:</b>	P-3	<b>Order Separation:</b>	00:15:00
<b>Revenue Codes:</b>	AGY, POL-CAND, GEN		
	<b>Advertiser External ID:</b>		
	<b>Agency External ID:</b>		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	46	\$12,575.00	\$10,688.75	October 2012	46	\$12,575.00	\$10,688.75	97.30
10/29/12	11/02/12	7	\$1,700.00	\$1,445.00	November 2012	7	\$1,700.00	\$1,445.00	12.80
					Totals	53	\$14,275.00	\$12,133.75	110.10

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Local			Start Of Order - End Of Order	100%

House Local Start Of Order End Of Order 100%

Order Share	Share	Total
WOAI-TV	25%	\$14,275.00
Market	100%	\$57,100.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
EOAI	0%	\$0.00
KABB	25%	\$14,275.00
KENS	25%	\$14,275.00
KHCE	0%	\$0.00
KLRN	0%	\$0.00
KMYS	0%	\$0.00
KNIC	0%	\$0.00
KPXL	0%	\$0.00
KSAT	25%	\$14,275.00
KVAW	0%	\$0.00
KYDA	0%	\$0.00
KVDF	0%	\$0.00
KWEX	0%	\$0.00
UNKWN	0%	\$0.00

Order / Rev: 62207 Advertiser: Patricia Alvarez/Pol/Dem  
 Alt Order #: Product Desc: Patricia Alvarez for Justice, 4th Court of WOAI-TV  
 Flight Dates: 10/18/12 - 11/02/12 Estimate: PAlvarez-01/2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOAI	10/18/12	11/02/12	Local 5a News Local 5a News	CM	5a-5:557a	MTWTF--	:30	1	\$150.00	P-3	1.60	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1	\$150.00			1.60					
		Week: 10/22/12	10/28/12	MTWTF--		2	\$150.00			1.60					
		Week: 10/29/12	11/04/12	MTWTF--		1	\$150.00			1.60					
N 2	WOAI	10/18/12	10/28/12	Local 6a News Local 6a News	CM	5:58a-7a	MTWTF--	:30	1	\$500.00	P-3	2.60	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1	\$500.00			2.60					
		Week: 10/22/12	10/28/12	MTWTF--		1	\$500.00			2.60					
N 3	WOAI	10/18/12	11/02/12	Today Show Today Show	CM	7a-9a	MTWTF--	:30	1	\$400.00	P-3	2.30	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1	\$400.00			2.30					
		Week: 10/22/12	10/28/12	MTWTF--		1	\$400.00			2.30					
		Week: 10/29/12	11/04/12	MTWTF--		1	\$400.00			2.30					
N 4	WOAI	10/18/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	1	\$225.00	P-3	1.70	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1	\$225.00			1.70					
		Week: 10/22/12	10/28/12	MTWTF--		2	\$225.00			1.70					
N 5	WOAI	10/18/12	11/02/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	1	\$125.00	P-3	1.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1	\$125.00			1.00					
		Week: 10/22/12	10/28/12	MTWTF--		2	\$125.00			1.00					
		Week: 10/29/12	11/04/12	MTWTF--		1	\$125.00			1.00					
N 6	WOAI	10/18/12	11/02/12	Today Show II Today Show II	CM	11a-12p	MTWTF--	:30	1	\$125.00	P-3	1.10	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1	\$125.00			1.10					
		Week: 10/22/12	10/28/12	MTWTF--		2	\$125.00			1.10					
		Week: 10/29/12	11/04/12	MTWTF--		1	\$125.00			1.10					
N 7	WOAI	10/18/12	11/02/12	Today Show III Today Show III	CM	12p-12:58p	MTWTF--	:30	1	\$150.00	P-3	1.20	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1	\$150.00			1.20					
		Week: 10/22/12	10/28/12	MTWTF--		2	\$150.00			1.20					
		Week: 10/29/12	11/04/12	MTWTF--		1	\$150.00			1.20					
N 8	WOAI	10/18/12	11/02/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	MTWTF--	:30	1	\$175.00	P-3	1.40	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1	\$175.00			1.40					
		Week: 10/22/12	10/28/12	MTWTF--		2	\$175.00			1.40					
		Week: 10/29/12	11/04/12	MTWTF--		1	\$175.00			1.40					
N 9	WOAI	10/18/12	11/02/12	Local 5p News Local 5p News M-F	CM	5p-530p	MTWTF--	:30	1	\$575.00	P-3	4.20	NM	4	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1	\$575.00			4.20					
		Week: 10/22/12	10/28/12	MTWTF--		2	\$575.00			4.20					
		Week: 10/29/12	11/04/12	MTWTF--		1	\$575.00			4.20					
N 10	WOAI	10/18/12	10/26/12	Local 6p News Local 6p News M-F	CM	559p-630p	MTWTF--	:30	1	\$650.00	P-3	3.80	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1	\$650.00			3.80					
		Week: 10/22/12	10/28/12	MTWTF--		1	\$650.00			3.80					
N 11	WOAI	10/18/12	10/26/12	Late 10p News M-F Late 10p News M-F	CM	9:59p-10:35p	MTWTF--	:30	1	\$950.00	P-3	4.60	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1	\$950.00			4.60					

Order / Rev: 62207  
Alt Order #: \_\_\_\_\_  
Flight Dates: 10/18/12 - 11/02/12

Advertiser: Patricia Alvarez/Pol/Dem  
Product Desc: Patricia Alvarez for Justice, 4th Court of  
Estimate: PAlvarez-01/2012

WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 11	WOAI	10/18/12	10/26/12	Late 10p News M-F	CM	9:59p-10:35p	MTWTF--	:30	1	\$950.00	P-3	4.60	NM	2	\$1,900.00
<u>Late 10p News M-F</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		1				\$950.00		4.60			
N 12	WOAI	10/20/12	10/27/12	Sat Today Show	CM	5:58a-8a	-----1-	:30	1	\$100.00	P-3	1.00	NM	2	\$200.00
<u>Sat Today Show</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-		1				\$100.00		1.00			
		Week: 10/22/12	10/28/12	-----1-		1				\$100.00		1.00			
N 13	WOAI	10/20/12	10/27/12	Local 5p News Sa	CM	5p-5:30p	-----1-	:30	1	\$300.00	P-3	3.80	NM	3	\$600.00
<u>Local 5p News Sa</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-		1				\$300.00		3.80			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End TIme</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		1	WOAI	10/15/12-10/21/12	Local 5p News Sa		5p-5:30p				-----Sa--	:30	(\$300.00)	3.80	NM
See MG 13.3,13.4 [Program Change]															
		3	WOAI	10/22/12-10/26/12	M-F 10a-11a		10a-11a				MTWThF----	:30	\$125.00	1.00	NM
		(M)	MG	for 13.1	10/20										
					[Approved by Buyer]										
N 14	WOAI	10/20/12	10/20/12	Nightly News Sa	CM	5:30p-6p	-----1-	:30	1	\$525.00	P-3	4.10	NM	3	\$525.00
<u>Nightly News Sa</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-		1				\$525.00		4.10			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		1	WOAI	10/15/12-10/21/12	Nightly News Sa		5:30p-6p				-----Sa--	:30	(\$525.00)	4.10	NM
See MG 14.2,14.3,14.4 [Program Change]															
		2	WOAI	10/22/12-10/26/12	Local 5a News		5a-5:557a				MTWThF----	:30	\$150.00	1.60	NM
		(M)	MG	for 14.1	10/20										
					[Approved by Buyer]										
		3	WOAI	10/22/12-10/26/12	Local 5a News		5a-5:557a				MTWThF----	:30	\$150.00	1.60	NM
		(M)	MG	for 14.1	10/20										
					[Approved by Buyer]										
		4	WOAI	10/22/12-10/26/12	M-F 9a-10a		9a-10a				MTWThF----	:30	\$225.00	1.70	NM
		(M)	MG	for 14.1	10/20										
					[Approved by Buyer]										
N 15	WOAI	10/21/12	10/28/12	Chris Matthews	CM	630a-7a	-----1	:30	1	\$75.00	P-3	0.80	NM	2	\$150.00
<u>Chris Matthews</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1				\$75.00		0.80			
			Week: 10/22/12	10/28/12	-----1		1			\$75.00		0.80			
N 16	WOAI	10/21/12	10/21/12	Sun Today Show	CM	Su 6:58a-8a	-----1	:30	1	\$125.00	P-3	0.90	NM	1	\$125.00
<u>Sun Today Show</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1				\$125.00		0.90			
N 17	WOAI	10/21/12	10/21/12	Meet The Press	CM	8a-9a	-----1	:30	1	\$400.00	P-3	1.10	NM	3	\$400.00
<u>Meet The Press</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1				\$400.00		1.10			

Order / Rev: 62207  
Alt Order #: \_\_\_\_\_  
Flight Dates: 10/18/12 - 11/02/12

Advertiser: Patricia Alvarez/Pol/Dem  
Product Desc: Patricia Alvarez for Justice, 4th Court of  
Estimate: PAlvarez-01/2012

WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	WOAI	10/21/12	10/21/12	Meet The Press Meet The Press	CM	8a-9a	-----1	:30	1	\$400.00	P-3	1.10	NM	3	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12    10/21/12    -----1    1    \$400.00    1.10															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1	WOAI	10/15/12-10/21/12	Meet The Press		8a-9a		-----Su	:30	(\$400.00)	1.10	NM				
See MG 17.2,17.3,17.4 [No Avail]															
2	WOAI	10/22/12-10/26/12	Today Show II		11a-12p		MTWThF----	:30	\$125.00	1.10	NM				
④ MG for 17.1 10/21 [Approved by Buyer]															
3	WOAI	10/22/12-10/26/12	Today Show II		11a-12p		MTWThF----	:30	\$125.00	1.10	NM				
④ MG for 17.1 10/21 [Approved by Buyer]															
4	WOAI	10/22/12-10/26/12	Today Show III		12p-12:58p		MTWThF----	:30	\$150.00	1.20	NM				
④ MG for 17.1 10/21 [Approved by Buyer]															
N 18	WOAI	10/21/12	10/28/12	Local 5p News Su Local 5p News Su	CM	5p-5:30p	-----1	:30	1	\$300.00	P-4	5.90	NM	2	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12    10/21/12    -----1    1    \$300.00    5.90															
Week: 10/22/12    10/28/12    -----1    1    \$300.00    5.90															
N 19	WOAI	10/21/12	10/21/12	Su Sports Sunday Su Sports Sunday	CM	11:00 PM-11:30 PM	-----1	:30	1	\$400.00	P-3	3.30	NM	1	\$400.00
(11:00 PM-11:30 PM)															
													Totals	53    \$14,275.00	